

ABSTRACT OF THE DISCLOSURE

A method of advertising to mobile users of an electronic device linked to a wide area network. The method enables advertisers to more effectively target their advertisements to mobile users using a user file that includes their electronic device ID information, their past, current network connection activity, and the past, current or anticipated physical locations.

The method includes the first step of obtaining the device's ID information when connected to the wide area network. Next, information regarding the network connection activity of the electronic device or the user over the wide area network is obtained. Next, the past, current or anticipated physical locations of the electronic device when connected to the wide area network is determined. Other personal data regarding the principle user of the electronic device may also be added to the user file to further target specific users. All of this information is then collected by a database generator to create a user file which may then distributed to advertisers. Based on the user file information, selective advertisements from the advertisers may be transmitted to targeted users over the wide area network to their electronic devices.